EdgeBook

Brand Guidelines

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Key brand foundations, including an overview of the company, its voice, vision, and tagline.

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This section covers the logo design, including its construction, variations, clear space, and usage guidelines.

Brand’s color palee, including primary and Grayscale colors, usage guidelines.

Primary and secondary typefaces, usage hierarchy, and styling guidelines

Applications across various touchpoints, demonstrating how the logo should be used in real-world scenarios

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# Overview

O1

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## Overview

Brand Vision  Brand Voice 

EdgeBook is the ultimate social platform for sports enthusiasts, empowering both professional and amateur beors to connect, predict, and proﬁt. We aim to revolutionize sports analytics by blending the power of community sentiment with cuing-edge AI insights from GameLens, oering users a comprehensive toolkit to anticipate outcomes and enhance their being edge. Driven by the values of innovation, transparency, and empowerment, EdgeBook fosters a dynamic and inclusive community where predictions turn into victories. We stand for the democratization of sports being analytics by providing an engaging, modern platform that celebrates the diverse voices of sports fans globally. By embracing user insights and enhancing predictive accuracy, we are poised to become the go-to destination for sports being enthusiasts seeking to proﬁt from their passion.

Edgy, Innovative, Empowering, Playful, Insightful, Engaging, Expert-Driven, Youthful, Conﬁdent, Cultivated

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# Logo

O2

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## Logo

#### Primary

The primary logo is the main representation of the brand and should be used in most situations. It reﬂects the brand’s full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

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## Logo

#### Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or speciﬁc visual context.

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## Logo

#### Tiertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional ﬂexibility across dierent backgrounds and applications while maintaining brand consistency.

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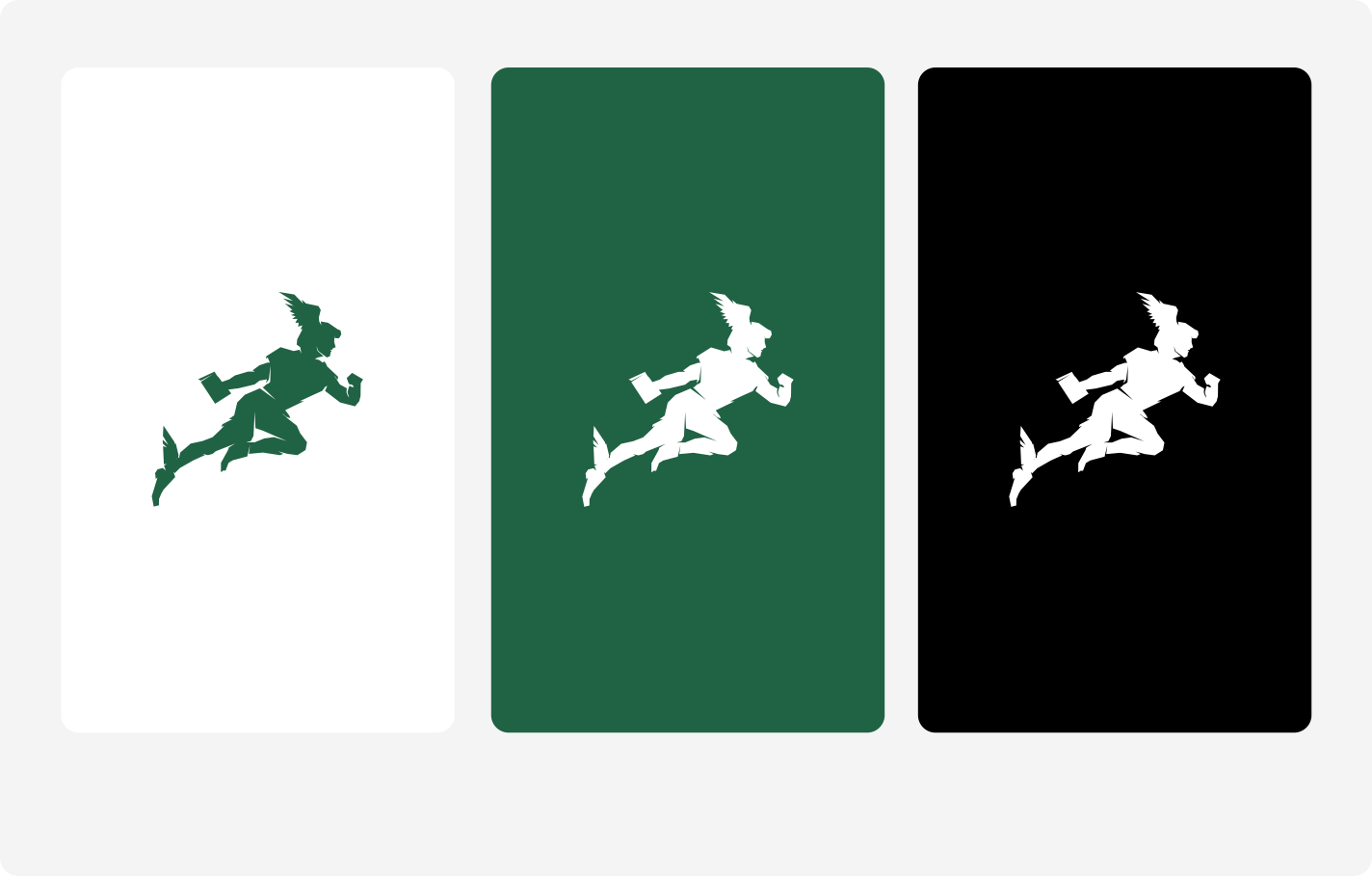
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## Logo Mark

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a dierent color to ensure versatility and consistency across various backgrounds and use cases.

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#### Primary Secondary Tiertiary

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## Logo Clearspace

1/4

1/4

The logo clear space is deﬁned as one-quarter (1/4) of the logo’s total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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## Logo Clearspace

|  |  |  |
| --- | --- | --- |
| 1/4 |  | |
|  |  |  |
|  | | 1/4 |

The logo clear space is deﬁned as one-quarter (1/4) of the logo’s total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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# Colors

O3

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## Colors

HEX

#FFFFFF

HEX

#000000

#### Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

HEX

#206344

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## Colors

Grayscale Color - 01

### Cloud

Grayscale Color - 02

### Smoke

Grayscale Color - 03

### Steel

Grayscale Color - 04

### Space

HEX #EDEFF7

HEX #D3D6E0

HEX #BCBFCC

HEX #9DA2B3

Grayscale Color - 05

### Graphite

Grayscale Color - 06

### Arsenic

Grayscale Color - 07

### Phantom

Grayscale Color - 08

### Black

#### Grayscale Colors

A grayscale color palee consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palee doesn’t contain any hue or color, it only varies in lightness or darkness.

HEX #6E7180

HEX #40424D

HEX #1E1E24

HEX #000000

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# Typography

O4

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## Typography Manrope

Light

##### ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789° (!"#$%&?@)

Regular

Medium

Semibold

##### ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789° (!”#$%&?@)

##### ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)

##### ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789° (!”#€%&?@)

This font represents the brand’s primary typography and should be used across all communications to ensure a consistent and professional visual identity.

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Bold

ExtraBold

##### ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789° (!”#€%&?@)

##### ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)

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## Typography Type Scaling

64 Px

48 Px

32 Px

Heading 1

Heading 2

Subheader 1

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across dierent formats and devices, ensuring clarity and cohesion in every application.

24 Px

18 Px

16 Px

#### Subheader 2

Paragraph 1

Paragraph 2

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# Applications

O5

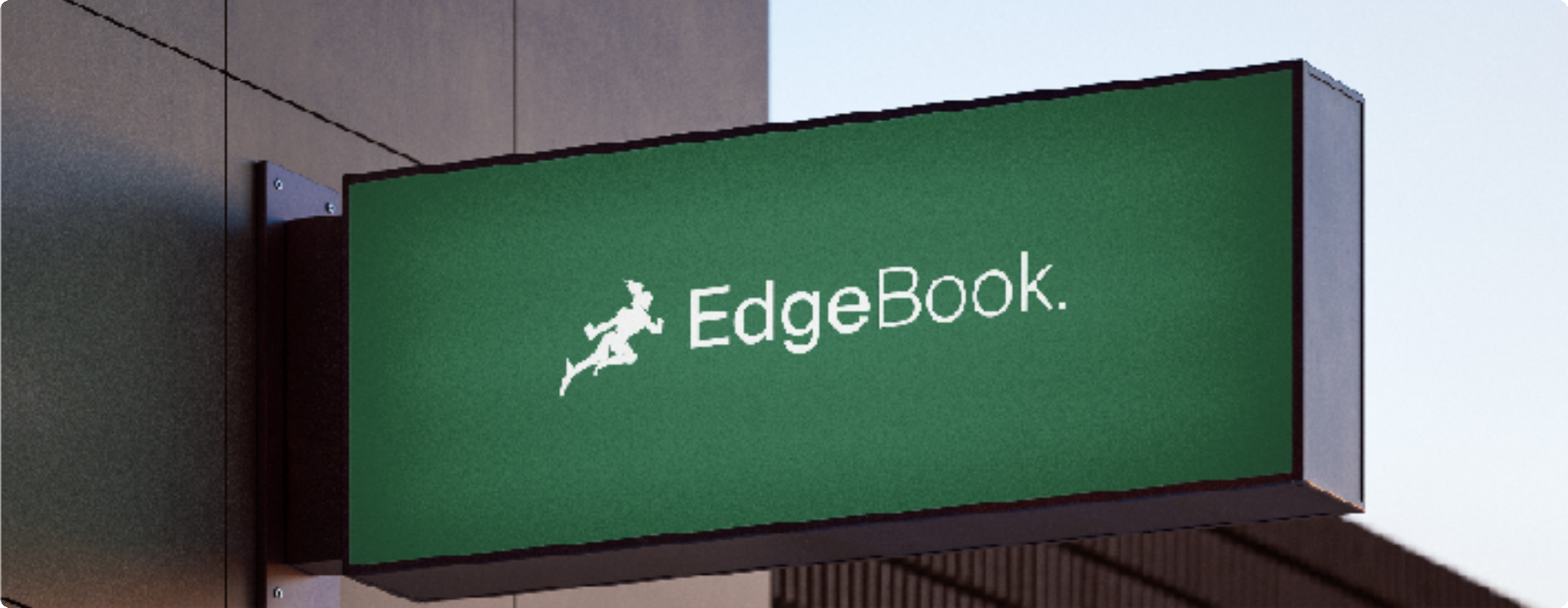
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## Applications

This section demonstrates how the brand’s visual elements, logo, typography, color palee, and imagery are applied across various touchpoints.

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# Thank You

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